

IN THE CLAIMS

Please amend the claims as follows:

1. (Currently amended) A computer implemented method to transform bids in an electronic auction, comprising:

receiving electronically at a server a request from a buyer over a network, the request describing an item that a buyer wishes to buy through straight purchase or monthly lease;

presenting the requested item to a plurality of sellers supplying a plurality of items including the requested item, the plurality of sellers being potential seller bidders for bidding the requested item;

receiving a first bid having a first value and a first unit of measurement from a first seller bidder over the network, the first seller bidder being one of the plurality of the seller bidders, wherein the first value represents at least a monthly lease payment for leasing the requested item;

receiving a second bid having a second value and a second unit of measurement from a second seller bidder different than the first seller bidder over the network, the second seller bidder being one of the plurality of the seller bidders, wherein the second value represents at least a straight purchase price for purchasing the requested item;

determining a first transformation function for the first value, wherein the first transformation function is only known to the buyer;

determining a first set of non-comparative bid parameters for the first transformation function;

determining a second transformation function for the second value, wherein the second transformation function is only known to the buyer;

determining a second set of non-comparative parameters for the second transformation function;

transforming said first and second values to third and fourth values based on the first transformation function with the first set of non-comparative bid parameters and the second transformation function with the second set of non-comparative bid parameters, respectively, having a standard unit of measurement, wherein third value represents a total payment for leasing the requested item over a predetermined period of time, wherein the fourth value represents a total payment for the straight purchase of the requested item; and

presenting the third value and the fourth value to the buyer over the network such that the

buyer is able to compare total costs of leasing or purchasing the requested item in order to make a decision on whether the requested item should be purchased or leased.

2. (Canceled)

3. (Previously presented) The method of claim 1, wherein the first transformation function determines a first transformation factor for the first value, wherein the first transformation function transforms the first value using the first transformation factor, wherein the second transformation function determines a second transformation factor for the second value, and wherein the second transformation function transforms the second value using the second transformation factor.

4. (Original) The method of claim 1, wherein transforming said first value and said second value comprises performing a linear transformation for each value having at least one of a multiplicative adjustment and an additive adjustment.

5. (Original) The method of claim 3, wherein transforming said first value and said second value comprises multiplying said first value by said first transformation factor and said second value by said second transformation factor.

6. (Original) The method of claim 3, wherein determining said first and second transformation factors comprises:

searching a look-up table for said first and second transformation factors; and
retrieving said first and second transformation factors in accordance with said search.

7. (Previously presented) The method of claim 3, wherein determining said first set of non-comparative bid parameters comprises:

identifying a first set of transformation variables for said first value; and
receiving a value for each of said first set of transformation variables;
wherein the first transformation function derives said standard unit of measurement using said first value and said first set of transformation variables.

8. (Original) The method of claim 7, wherein said first set of transformation variables comprise at least one of a group comprising a tax rate, a depreciation model, a book value life, a cost of debt, a cost of capital, risk factors based on different leasing plans, inception costs and exit costs.

9. (Previously presented) The method of claim 3, wherein determining said second set of non-comparative bid parameters comprises:

identifying a second set of transformation variables for said second value; and
receiving a value for each of said second set of transformation variables;
wherein the second transformation function derives said second transformation factor
using said received values and said second set of transformation variables.

10. (Original) The method of claim 9, wherein said second set of transformation variables comprise at least one of a group comprising a tax rate, a depreciation model, a book value life, a cost of debt, a cost of capital, inception costs and exit costs.

11. (Original) The method of claim 1, wherein said standard unit of measurement is a buyer comparative bid parameter.

12. (Original) The method of claim 11, wherein said buyer comparative bid parameter represents a net present value.

13. (Original) The method of claim 1, further comprising:
comparing said third value and said fourth value; and
ranking said third value with respect to said fourth value in accordance with said comparison.

14. (Original) The method of claim 13, further comprising displaying said rankings for a buyer.

15. (Original) The method of claim 1, wherein said first bid is from a first bidder and said second bid is from a second bidder, and further comprising:

detransforming said third value to a fifth value having said second unit of measurement, and said fourth value to a sixth value having said first unit of measurement; and

sending said fifth value to said second bidder and said sixth value to said first bidder.

16. (Previously presented) A machine-readable medium whose contents cause a computer system to perform a method to transform bids in an electronic auction, the method comprising:

receiving electronically at a server a request from a buyer over a network, the request describing an item that a buyer wishes to buy through straight purchase or monthly lease;

presenting the requested item to a plurality of seller supplying a plurality of items including the requested item, the plurality of sellers being potential seller bidders for bidding the requested item;

receiving a first bid having a first value and a first unit of measurement from a first seller bidder over the network, the first seller bidder being one of the plurality of the seller bidders,

wherein the first value represents at least a monthly lease payment for leasing the requested item;

receiving a second bid having a second value and a second unit of measurement from a second seller bidder different than the first seller bidder over the network, the second seller bidder being one of the plurality of the seller bidders, wherein the second value represents at least a straight purchase price for purchasing the requested item;

determining a first transformation function for the first value, wherein the first transformation function is only known to the buyer;

determining a first set of non-comparative bid parameters for the first transformation function;

determining a second transformation function for the second value, wherein the second transformation function is only known to the buyer;

determining a second set of non-comparative parameters for the second transformation function;

transforming said first and second values to third and fourth values based on the first transformation function with the first set of non-comparative bid parameters and the second transformation function with the second set of non-comparative bid parameters, respectively, having a standard unit of measurement, wherein third value represents a total payment for leasing the requested item over a predetermined period of time, wherein the fourth value represents a total payment for the straight purchase of the requested item; and

presenting the third value and the fourth value to the buyer over the network such that the buyer is able to compare total costs of leasing or purchasing the requested item in order to make a decision on whether the requested item should be purchased or leased.

17. (Canceled)

18. (Previously presented) The machine-readable medium of claim 16, wherein the first transformation function determines a first transformation factor for the first value, wherein the first transformation function transforms the first value using the first transformation factor, wherein the second transformation function determines a second transformation factor for the second value, and wherein the second transformation function transforms the second value using the second transformation factor.

19. (Original) The machine-readable medium of claim 16, wherein transforming said first value and said second value comprises performing a linear transformation for each value having at least one of a multiplicative adjustment and an additive adjustment.

20. (Original) The machine-readable medium of claim 18, wherein transforming said first value and said second value comprises multiplying said first value by said first transformation factor and said second value by said second transformation factor.

21. (Currently amended) The machine-readable medium of claim 18, wherein determining said first and second transformation factors comprises:

searching a look-up table for said first and second ~~transformation~~ transformation factors;
and

retrieving said first and second transformation factors in accordance with said search.

22. (Previously presented) The machine-readable medium of claim 18, wherein determining said first set of non-comparative bid parameters comprises:

identifying a first set of transformation variables for said first value; and

receiving a value for each of said first set of transformation variables;

wherein the first transformation function derives said standard unit of measurement using said first value and said first set of transformation variables.

23. (Original) The machine-readable medium of claim 22, wherein said first set of transformation variables comprise at least one of a group comprising a tax rate, a depreciation model, a book value life, a cost of debt, a cost of capital, risk factors based on different leasing plans, inception costs and exit costs.

24. (Previously presented) The machine-readable medium of claim 18, wherein determining said second set of non-comparative bid parameters comprises:

identifying a second set of transformation variables for said second value; and

receiving a value for each of said second set of transformation variables;

wherein the second transformation function derives said second transformation factor using said received values and said second set of transformation variables.

25. (Original) The machine-readable medium of claim 24, wherein said second set of transformation variables comprise at least one of a group comprising a tax rate, a depreciation model, a book value life, a cost of debt, a cost of capital, inception costs and exit costs.

26. (Original) The machine-readable medium of claim 16, wherein said standard unit of measurement is a buyer comparative bid parameter.

27. (Original) The machine-readable medium of claim 26, wherein said buyer comparative bid parameter represents a net present value.

28. (Original) The machine-readable medium of claim 16, further comprising:
comparing said third value and said fourth value; and
ranking said third value with respect to said fourth value in accordance with said comparison.
29. (Original) The machine-readable medium of claim 28, further comprising displaying said rankings for a buyer.
30. (Original) The machine-readable medium of claim 16, wherein said first bid is from a first bidder and said second bid is from a second bidder, and further comprising:
detransforming said third value to a fifth value having said second unit of measurement, and said fourth value to a sixth value having said first unit of measurement; and
sending said fifth value to said second bidder and said sixth value to said first bidder.
31. (Currently amended) A data processing system, comprising:
a processor; and
a memory coupled to the processor for storing instructions, when executed from the memory, cause the processor to perform a method for online auction, the method including:
receiving electronically at a server a request from a buyer over a network, the request describing an item that a buyer wishes to buy through straight purchase or monthly lease;
presenting the requested item to a plurality of seller supplying a plurality of items including the requested item, the plurality of sellers being potential seller bidders for bidding the requested item;
receiving a first bid having a first value and a first unit of measurement from a first seller bidder over the network, the first seller bidder being one of the plurality of the seller bidders, wherein the first value represents at least a monthly lease payment for leasing the requested item;
receiving a second bid having a second value and a second unit of measurement from a second seller bidder different than the first seller bidder over the network, the second seller bidder being one of the plurality of the seller bidders, wherein the second value represents at least a straight purchase price for purchasing the requested item;
determining a first transformation function for the first value, wherein the first transformation function is only known to the buyer;
determining a first set of non-comparative bid parameters for the first transformation function;
determining a second transformation function for the second value, wherein the second

transformation function is only known to the buyer;

determining a second set of non-comparative parameters for the second transformation function;

transforming said first and second values to third and fourth values based on the first transformation function with the first set of non-comparative bid parameters and the second transformation function with the second set of non-comparative bid parameters, respectively, having a standard unit of measurement, wherein third value represents a total payment for leasing the requested item over a predetermined period of time, wherein the fourth value represents a total payment for the straight purchase of the requested item; and

presenting the third value and the fourth value to the buyer over the network such that the buyer is able to compare total costs of leasing or purchasing the requested item in order to make a decision on whether the requested item should be purchased or leased.